

TO: Stuart Rickerson, Esq.
FROM: Andrew Schwartz AS
SUBJECT: Records Management Program Implementation

DATE: June 1, 1990

Three training classes were given during late May 1990. Of the 165 employees in the 25 Marketing groups identified by Hunton & Williams, a total of 13 secretaries were chosen as records coordinators and have received records management training. These coordinators will be training the other secretaries within their supervisor's area of responsibility (attached). Of the remaining employees, most do not maintain files and will not be trained. The records coordinators have all received a copy of PM-USA's Records Management Instructional Booklet and have been alerted to the disposal suspension requirements contained within.

Several Marketing groups still require the creation of records retention schedules and supporting materials. This need was recently identified and forwarded to Arthur DeBaugh at Hunton & Williams:

Group Directorate
Parliament
Cartier
Next/DeNic
Merit

Jim Scully
Alex Aliksanyan
Alex Aliksanyan
Peter Henriques
Susan Reich

Community Marketing

Edna Moore

Vice President New Products

Elizabeth Butson

Vice President Marketing

Michael Moore

We have just completed training and have not yet quantified the implementation task. We hope to make substantial progress in the weeks to come.

AS/et

cc: D. Beran
P. Cowart
A. DeBaugh (Hunton & Williams)
R. Jones

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PM-USA Marketing
Records Coordinators

Coordinators

Accountability

R. Auletta	Senior Marketing Administration
D. Cusato	Merit, Next, Cartier and Parliament
K. Donovan	Marlboro
M. Falco	Media
V. Federici	New Products
N. Galan	Marketing Information & Analysis, Consumer Research, Marketing Planning
M. Iacometta	Virginia Slims, Benson & Hedges
L. Minelli	Consumer Promotions, Direct Marketing
K. Moog	Marketing Services Administration
C. Neff	Price Value
B. Serpe	Events, Community Marketing
R. Toro	Purchasing
E. Toro	Local Merchandising, Retail Promotion
Vacant	Marketing Administration

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